




# Development and marketing of the tourism destination of Lake Balaton

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Lake Balaton Area - the Natural Region




## Environment

- Lake Balaton is one of the most significant natural assets of Hungary -

- natural shallow lake
- size of the lake: 594 km<sup>2</sup>
- catchment area: 5775 km<sup>2</sup>
- maximal depth: 10.2 m
- average depth: 3.2 m
- the lake's length: 77 km
- the lake's width: 12 km (at the widest point)
- the length of the shore: 235 km
- average summer temperature: 20 °C
- average ice-thickness: 20-25 cm




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## Economy

– Balaton region generates 1/5 (1/3) of tourism income of Hungary –



- Bathing in Lake Balaton started in **19th century**.
- The permanent population is about **275.000** people
- Considering the families of weekend house owners it rises above **500.000** people.
- In summer time with tourists and visitors, the population increases up to **1-2 million** people.

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## Programming

– well supported by plans –



### PROGRAMS and FUNDS

- National Strategic Reference Framework (NSRF) of Hungary 2007-13
  - and corresponding operational programs and action plans
- Rural Development Program 2007-13
  - within Local Development Strategies and Action Groups

### Lake Balaton PROGRAMMING DOCUMENTS

- Lake Balaton Long-term Regional Development Concept (-2020)
- Balaton Regional Development Strategy 2007-13
- Balaton (detailed) Development Program 2007-13

### AREA SPECIFIC REGULATIONS

- Act No. XXI (1996) on regional development and spatial planning /Lake Balaton Development Council/
- Act No. CXII. (2000) on the Regional Development Plan of the Lake Balaton Recreational District and Rules of the Lake Balaton Regional Development
- Lake Balaton River Basin Management Plan according to WFD/
- and related Government resolutions

### VISION SET IN THE STRATEGY

*The Lake Balaton region aims to become a model of naturalness with high standards of living in the Central-European Region.*

*Building on the unique natural and cultural features of the lake and its surrounding landscape, the region offers exclusive and attractive living, recreational and working environment.*

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## Water Quality

– improved but still vulnerable –

- Emerged in the early 80's
  - eutrophication accelerated
  - mass blooms of blue-green algae
  - devastation of fish populations

- Action Plan was set by the Government to reduce nutrients load
  - Sewage system development
  - Reduction of effluents limit of P
  - Control of livestock breeding
  - Dredging in most polluted areas
  - Reconstruction of Kis-Balaton wetland

1974		2000	
1982		2001	
1994		2002	
1995		2003	
1998		2004	
1999		2006	
Basins	Keszthely Ziglig Kemes Siofok		Keszthely Ziglig Kemes Siofok
OECD classes	<span style="color: cyan;">■</span> Oligotróf	<span style="color: green;">■</span> Mezotróf	<span style="color: yellow;">■</span> Eutróf
	<span style="color: red;">■</span> Hipertróf		
	8 < μg/l	8-25 μg/l	25-75 μg/l > 75 μg/l

A Balaton összes foszfor (TP) terhelésének alakulása  
(Forrás: Vánkó, 2007)

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## Water Quantity

– 2010 extremely wet year, while 2011/12 is extremely dry –

Annual precipitation totals from 1921-  
Source: EULAKES

Maximum in 2010

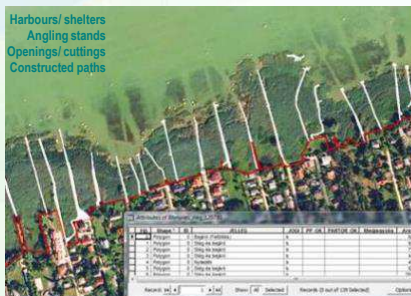
Minimum in 2011/2012

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## Shore zone rehabilitation

- control on man-made interventions -

- To restore/ keep good environmental quality
- To ensure free public access to the lake  
(min 30% of the shore area that belongs to the built up area of the settlement)



Harbours/ shelters  
Angling stands  
Openings/ cuttings  
Constructed paths

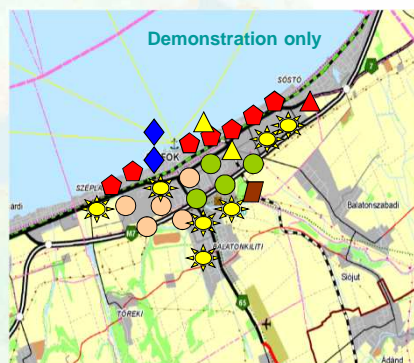
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## Regional Development Database (example)

- by settlements

Type of development	No	Jel
Hotels (4*, 5* new or upgrade)	7/40	Red pentagon
Ports (sail boats, boats)	2/30	Blue diamond
Beaches, spas, aqua parks	1/36	Yellow triangle
Theme park, complex objects	0/8	Orange square
Wine tourism	0/5	Purple circle
Cycling, horserd., eco- tourism	4/44	Green oval
Golf tourism	0/7	Dark green circle
Cultural and Entertainment	5/14	Light blue circle
Townscape revitalisation	7/114	Yellow star
Industrial and economic	1/7	Brown square
Camp sites	1/13	Red triangle



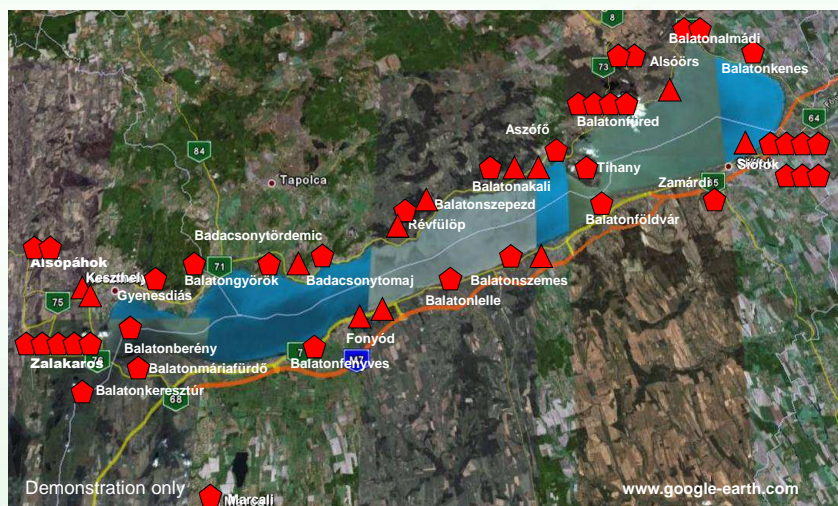
- Number in the specific town / total number in the region
- Started in May 2008 – work in progress, regular update is needed

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## Planned Developments (example 2008)

- by type of developments: ◆ hotels (4\*, 5\*) and ▲ campsites



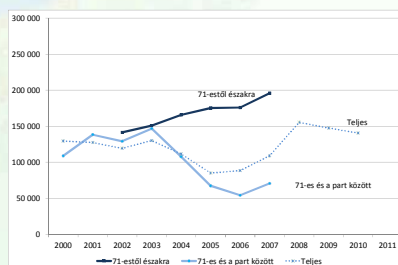
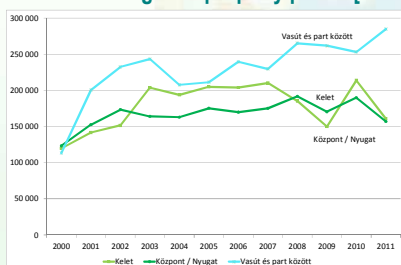
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## Economic benefits

- estimating the value of shore zone developments -



Changes of property prices [HUF/m<sup>2</sup>] in time of the main zones of the towns



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## International Cooperation

- EU funded projects -



Programme co-funded by the  
EUROPEAN UNION




### InTourAct – Integrated Tourism Action Plan for SEE Excellence

- South-East Europe Program (October 2012 – September 2014)
- 11 partners from 7 countries (Italy, Bulgaria, Greece, Slovenia, Croatia, Bosnia-Herzegovina and Hungary)
- Lead partner: Province of Rimini, Italy
- Goals:
  - Identifying common principles and indicators for integrated and sustainable tourist development, supporting decision-makers
  - Developing common innovative tools, which aims to improve the accessibility of the SEE tourism region
  - Increasing tourism supply, improving the visibility of alternative tourism destinations
  - Raising awareness about integrated sustainable development
- Activities:
  - Organization of Integrated and Sustainable Tourism Forum at international and local levels
  - Preparation of a common platform for integrated and sustainable development
  - Elaboration of Integrated and Sustainable Tourism Action Plans
  - Application for the „European Destinations of Excellence”





## International Cooperation

- EU funded projects -



European Union  
European Regional Development Fund




### TOURAGE - Developing Senior Tourism in Remote Regions

- INTERREG IVC Program (January 2012 – December 2014)
- 12 partners from 10 countries (Bulgaria, Finland, Greece, Ireland, Latvia, Poland, Romania, Slovakia, Spain and Hungary)
- Lead partner: Regional Council of North Karelia, Finland
- Objectives:
  - To enhance regional economy by the means of senior tourism development and to support active and healthy ageing
- Activities
  - Identification and exchange of good practices which help to take over the challenges connected to senior tourism ("silver tourism")
  - Evaluation of the most important challenges of silver tourism
  - Exchange experiences on senior tourism through successful seminars, working groups and study visits
  - Development of joint methodologies and giving policy recommendations based on good practices exchanged during the project
  - Find solution to turn population ageing also into asset and overcome structural change by new innovative means

[www.tourage.eu](http://www.tourage.eu)





## Living Lakes

- International Lake Partnership -



- Non-governmental, non-profit organisation, founded in 1998
- Headquarters at Lake Constance, Germany

• Major goals:

- Promote sustainable development in lake regions
- Constant exchange of experience and information (8th LLC, Norwich, UK, 2003)
- Mutual support in carrying out concrete environmental campaigns
- Promote lake issues at a global level (UNEP/ILEC World Lake Vision)



102 members =  
 33 international partner lakes  
 13 candidates  
 55 national partners and  
 1 honorary member

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... if you have any further questions,  
 please contact us:

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